

# Accommodating Today's More Demanding Hotel Guests



## Resources & Training Materials


The meaning of good hospitality in the hotel industry has changed dramatically in recent years. Guests are demanding more amenities and less bureaucracy at a reasonable price — and they're getting it. They expect individual preferences to be met — period. And hoteliers know that all operational elements, from room service to designating non-smoking and smoking areas, must work in concert to achieve maximum customer satisfaction. That's a tall order, but The Accommodation Program can help.

### Comprehensive Resource Package

The program offers a comprehensive package of training and support materials that allows hoteliers to accommodate both non-smokers and smokers alike. To date, over 1,300 hotel and motel owners and managers have taken advantage of the program's resources.

"The Accommodation Program symbolizes what a hotel is open for everybody's business," said Howard Nashman, executive vice president of the Chain Hotel & Motel Association.

In addition to providing resource materials, The Accommodation Program is a charter member of the Partners Program of the American Hotel & Motel Association (AH&MA). See bottom right for more information about this partnership and how The Accommodation Program supports hoteliers in the lodging industry.

Check the order form on page 7 to request hotel-specific resources including a "How To Become An Accommodating Hotel" Source Book, an HVAC technical bulletin, a staff training video and a large selection of signage. 

# What's the Protocol?


**Situation:** A bowler approaches one of your staff to complain that another bowler is smoking in the setter area, which is designated as a non-smoking area. Would your staff person be prepared to handle this situation?

**What's the protocol?**

Properly handled, complaints represent an opportunity to solidify customer loyalty and build repeat business. Here's how The Accommodation Program's new customer service video suggests this situation be handled:

1. Listen carefully to the complaint.
2. Offer a sincere apology and reassure the person that you will address the situation.
3. Quickly remedy the situation by politely approaching the smoker. Offer an apology and explain the bowling center's smoking policy. Then, offer to show him/her the location of the designated smoking area.
4. Always make your manager aware of any complaints. Involve the manager immediately if the situation escalates into a larger problem.

To prepare every member of your staff to handle this type of situation — in any business — use The Accommodation Program's new customer service training video, "By The Book." A concise, high quality video, "By The Book" is designed to show your staff how to accommodate the preferences of both non-smokers and smokers. The 11-minute video is suitable for viewing during new staff orientation, at meetings or even between shifts.


See page 1 for more information about this free resource. Use the order form on page 7 or call 1-800-929-1414 to order the video or other program materials. 

## New Program Materials

(continued from pg. 1)



**Indoor Air Quality Handbook and More!** — A new technical bulletin for lodging establishments shows how hotel and motel owners can develop or improve an air quality program. From the basics of indoor air handling equipment to housekeeping tips, this valuable information will help you address issues concerning the environment, energy use and economics. Sponsored by The Accommodation Program, the book was designed and produced by The Charles Group, Ltd., an environmental consulting firm.

Call 1-800-929-1414 to order any of these free program materials, or use the order form on page 7. 

### Bowling Basics

"How to Become an Accommodating Bowling Center" — A new accommodation information source book was developed along with the Bowling Preparation Association of America (BPAA) to help bowling centers effectively accommodate both non-smokers and smokers alike. This book covers customer service, designation of non-smoking and smoking areas, signs on configuring a bowling center, air handling equipment, and smoking policy communications.



# Partnering To Improve Customer Service For Hoteliers

The Accommodation Program serves as a powerful hospitality industry comprehensive resource and information tool to improve customer service. To that end, The Accommodation Program has become a charter member of the Partners Program of the American Hotel & Motel Association (AH&MA).

The association's 10,000 members manage 1.4 million guest rooms throughout the United States. As a participant in the Partners Program, The Accommodation Program works with the AH&MA and its members to provide an effective way to accommodate both non-smokers and smokers and incorporate accommodation into an overall customer service philosophy.

"We welcome The Accommodation Program into our organization," said Brian Kinsella, vice president of the AH&MA. "We're excited about the opportunity to extend to our membership the customer service expertise that The Accommodation Program has developed through the years." 